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COMPLETE SPECIFICATION

Display Stand

We, DESIGNA G.M.B.H., a Swiss Company, of Martinsplatz 8, Chur, Switzerland, do hereby declare the invention, for which we pray that a patent may be granted to us, and the method by which it is to be performed, to be particularly described in and by the following statement:—

This invention relates to display stands, and particularly to a stand for displaying pictorial or letter messages and/or merchandise.

An object of the invention is the provision of a display stand which permits boards carrying messages and trays carrying merchandise to be displayed interchangeably or simultaneously in a vertical array occupying but a minimum of floor space and in which individual message or merchandise carrying elements may be removed quickly and conveniently and replaced by others.

According to the present invention there is provided a display stand comprising an elongated support member having a longitudinal axis and being of substantially circular cross section about said axis, a clamping member having two integrally joined leg portions jointly defining an aperture adapted to receive said support member, said clamping member including a resilient wall of said aperture which wall is adapted to receive said support member, said clamping member including a resilient wall of said aperture which wall is adapted to engage said support member about more than 180°, but substantially less than 360° of the circumference thereof, respective terminal parts of said leg portions defining therebetween a radial entrance to said aperture, said terminal parts flaring outwardly of said entrance and being resiliently movable relative to each other in a substantially circumferential direction between an unstressed position in which said entrance is narrower than the cross-sectional width of said support member and a distended position in which said entrance is at least as wide as said cross-sectional width, and securing means for secur-

ing a substantially plate-shaped display member to said clamping member.

The invention is illustrated, merely by way of example, in the accompanying drawings in which:—

Figure 1 shows a display stand according to the present invention in elevation, and partly in section;

Figure 2 illustrates a detail of the display stand of Figure 1 in plan view and on a larger scale than that of Figure 1;

Figure 3 shows yet another detail of the stand of Figure 1 in plan view, and

Figure 4 shows the detail of Figure 3 in elevational section on the line IV—IV thereof.

Referring first to Figure 1 of the drawings, there is shown a display stand according to the present invention, the supporting structure of which mainly consists of a generally cylindrical upright pole 10 and a pedestal 12. The pole 10 has a reduced section bottom end 14 which is mounted rotatably in a bore in the pedestal 12. Annular collars 16 are uniformly spaced along the length of the pole 10. The pole 10 and its collars 16 are integral with each other, and may be made by casting or moulding. The top end of the pole has an axially extending bore 18 substantially identical with the bore 14 in the pedestal 12.

A rigid display board 20, which is a rectangular piece of cardboard or plastic, and normally carries a printed or pictorial message, not shown, is attached to the pole 10 by a clip 22 better seen in Fig. 2. The clip 22 is a piece of extruded resilient plastic, or it may be metal, but may be made in any other manner so as to have a uniform cross section. It has two leg portions 24 which jointly define an aperture 26 into which fits an axial section of the pole 10 in the assembled condition of the display stand, as shown in Fig. 1. The free end parts 28 of the leg portions 24 define a radially open entrance 30 to the aperture 26, and flare outwardly of the entrance. In the unstressed position of the clip shown in

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Fig. 2, the entrance 30 is narrower than the diameter or cross-sectional width of the pole 10, and the aperture 26 is smaller than the cross-section of the pole 10.

Two prongs 32 are respectively integrally attached to the leg portions 24, and extend from the associated leg portions in a direction transversely of the aperture axis away from the entrance 30. Two narrow serrated faces 34 of the prongs 32 form the sides of a slot 36 which is axially elongated. The board 20 is received in the slot of the clip 22 in Fig. 1.

A wall portion 38 of the clip 22 integrally connects the leg portions 24 and extends therewith about the aperture 26 in an arc of about 240°. The wall portion 38 is sufficiently flexible to permit some pivoting movement of the two leg portions 24 and of the two prongs 32 relative to each other. When the end parts 28 are forced apart, the serrated faces 34 move toward each other, and the slot 36 is narrowed.

Conversely, when the faces 36 are forced apart, the leg portions 24 tend to move toward each other.

The display stand described so far is assembled as follows:

The pole 10 is placed in its pedestal 12 which holds it upright, but permits the pole to be turned. A clip 22 is placed on a pole section between two adjacent collars 16, the spacing of the collars being slightly greater than the axial length of the clip. The dimensions of the clip 22 are correlated to those of the pole 10 in such a manner that the aperture 26 and its entrance 30 are somewhat distended when the pole 10 is received in the aperture 26 so that the slot 36 becomes narrower than shown in Fig. 2. The flaring end parts 28 guide the pole 10 to the entrance 30 and the end parts 28 may be spread apart by manually urging the prongs 32 toward each other.

The board 20 is next pushed through the slot 36 until it abuts against the wall portion 38, the thickness of the board being insufficient to force the prongs 32 apart, thereby increasing the resilient clamping grip of the leg portions 24 on the post 10. Vertical displacement of the clip 22 under its own weight and that of the board 20 is prevented by abutting engagement of the clip with the next lower collar 16. The grip of the serrated faces 34 on the board 20 is sufficient to hold the board in the illustrated position, or in any other desired position in which the board extends mainly in a vertical plane. The entrance 30 extends over less than 180° of the pole circumference when the latter is placed in the aperture 26.

The pole 10 also supports a plate-like tray 40 which may carry merchandise to be displayed. As seen in more detail in Figures 3 and 4, the tray 40 is mounted on the pole by means of a clip 42 whose leg portions

44 are closely similar to the aforescribed leg portions 24 of clip 22, and normally frictionally engage a section of the pole 10 between two collars 16.

In the position shown in Figure 1, the tray 40 has a circular, horizontal top face 46 which is bounded by a raised rim 48. It will be appreciated that the tray 40 may be mounted on the pole in an inverted position in which its flat underside faces upward for carrying objects that would be obscured by the rim 48 or may be too long to be contained within the rim which holds smaller objects securely on the face 46.

The clip 42 has a wall portion 50 which integrally connects the leg portions 44 and is recessed to receive an edge portion of the tray 40, and is provided with an axial groove in its outer face in which a bracket 52 is received. The bracket, which is a plate having the shape of a right triangle, holds the underside of the tray 40 at right angles to the pole axis. The bracket 52 is fixedly attached to the tray 40.

Obviously more than one board 20 and more than one tray 40 may be attached to the same pole 10, and the pole may carry only trays or only boards without departing from the spirit of the invention. The flexibility of the display arrangement is one of its major advantages. If the length of a single pole 10 is insufficient, the bottom end of another pole, identical with that illustrated, may be inserted coaxially into the recess 18.

WHAT WE CLAIM IS:—

1. A display stand comprising an elongated support member having a longitudinal axis and being of substantially circular cross section about said axis, a clamping member having two integrally joined leg portions jointly defining an aperture adapted to receive said support member, said clamping member including a resilient wall of said aperture which wall is adapted to engage said support member about more than 180° but substantially less than 360° of the circumference thereof, respective terminal parts of said leg portions defining therebetween a radial entrance to said aperture, said terminal parts flaring outwardly of said entrance and being resiliently movable relative to each other in a substantially circumferential direction between an unstressed position in which said entrance is narrower than the cross-sectional width of said support member and a distended position in which said entrance is at least as wide as said cross-sectional width, and securing means for securing a substantially plate-shaped display member to said clamping member.

2. A stand as claimed in claim 1 wherein a plurality of axially spaced abutment means are provided on said support member for preventing axial sliding movement of said clamping member on the support member.

3. A stand as claimed in claim 2 wherein

said abutment means each include an annular projection on said support member.

4. A stand as claimed in any preceding claim wherein said securing means include two
 5 prong portions respectively attached to said leg portions and extending therefrom transversely of said axis in a direction away from said entrance, said prong portions having serrated end faces which define an axially elongated slot therebetween, said prong portions
 10 moving apart to widen said slot when said terminal parts move from said distended to said unstressed position, and said prong portions urging said terminal parts to move from
 15 said unstressed position towards said distended position when the prong portions are moved towards each other to narrow said slot.

5. A stand as claimed in claim 4 wherein said prongs portions are integral with said leg
 20 portions and constitute a unitary structure therewith.

6. A stand as claimed in any preceding claim wherein a substantially plate-shaped carrier member is secured to said clamping

member by said securing means, said carrier member having a face transverse of said axis. 25

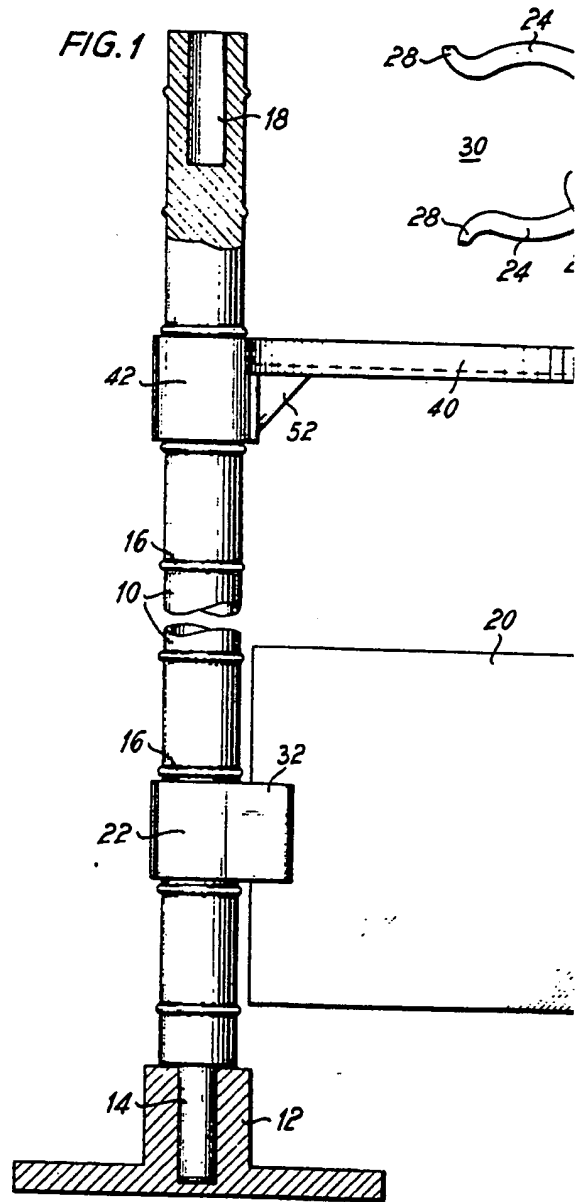
7. A stand as claimed in claim 6 wherein said carrier member has a edge portion, said edge portion being fastened to said clamping member by said securing means. 30

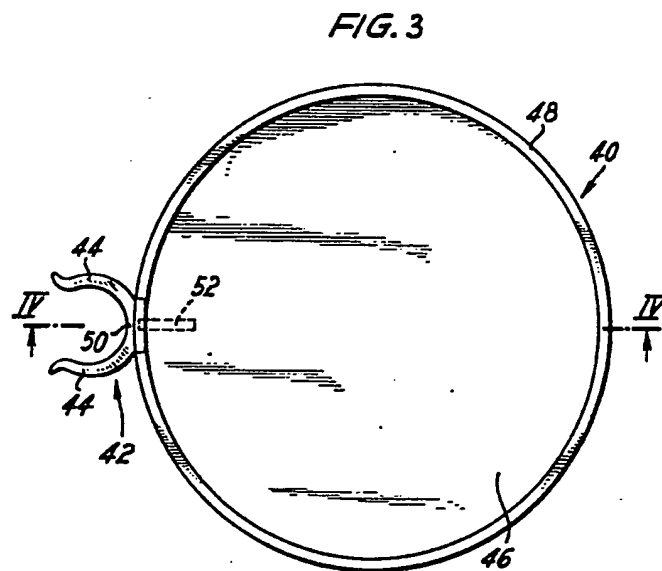
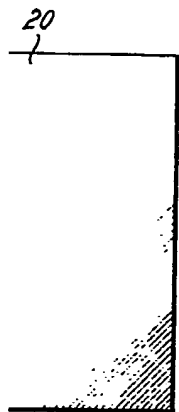
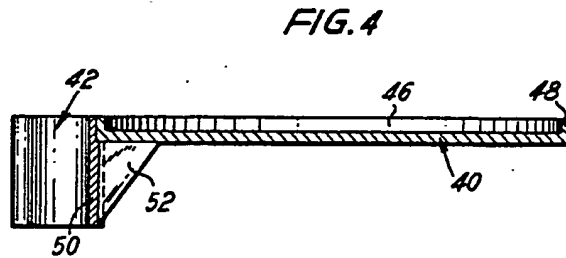
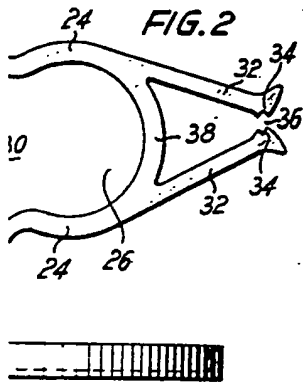
8. A stand as claimed in claim 7 wherein there is a rim on said edge portion extending about said plate member and projecting from said face in the direction of said axis.

9. A stand as claimed in claim 7 or claim 8 wherein said securing means include a bracket plate extending in an axial plane and fixedly attached to said edge portion. 35

10. A display stand substantially as hereinbefore particularly described and illustrated in the accompanying drawings. 40

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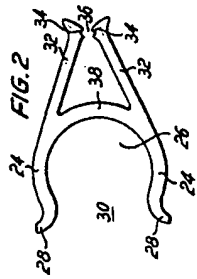
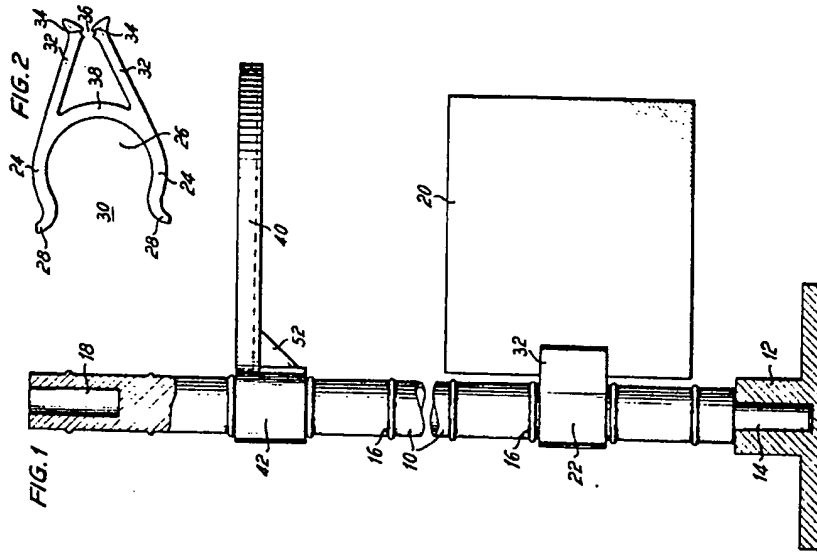


FIG. 4

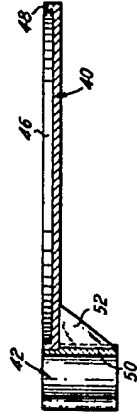


FIG. 3

